

REMARKS

Information Disclosure Statement

Applicant notes that page 2 of the 1449 mailed on July 1, 2003 was not marked as considered and returned with the other pages. Applicant respectfully requests the Examiner mark the references on page 2 as considered and return page 2 with the next correspondence. If the Examiner is unable to find page 2 in the file, the Examiner is invited to call Eric Replogle at the number given below to obtain a copy for the record.

Amendments

Amendments to the Claims

Applicant has amended the claims to more particularly point out what Applicant regards as the invention. Specifically, Applicant claims receiving a redirection request to change the package delivery location from a current to a new delivery location after the completion of an order. No new matter has been added as a result of these amendments.

Rejections

Rejections under 35 U.S.C. § 103

Claims 1-26

Claims 1-26 stand rejected under 35 U.S.C. § 103(a) as being obvious over Ogilvie et. al. (WO 01/031545) in view of Johnson (WO 01/53971 A1). Applicant respectfully submits that the combination does not teach each and every element of the invention as claimed in claims 1-26.

Ogilvie discloses delivering purchased goods from a merchant to a customer without revealing the customer's delivery location to the merchant. A buying agent purchases the goods from the merchant and arranges for delivery of the goods to the customer. The agent either instructs the shipper to send the goods directly to the customer or stores the goods for pickup by the customer. Thus, the merchant does not know the customer delivery location.

Johnson similarly discloses delivering purchased goods from a merchant to a customer without revealing the customer's delivery location to the merchant. A customer

arranges for an anonymous purchase from the merchant by having a bank handle payment and shipping. The bank sends a package code to the merchant and a shipping identifier to the shipper. The shipper picks up the package from the merchant, matches the package code with the received shipping label and prints out the shipping label. Like Ogilvie, Johnson's merchant does not know the customer delivery location.

Applicant respectfully submits that the combination of Ogilvie and Johnson does not support a *prima facie* case of obviousness because the combination does not teach or suggest each and every limitation of Applicant's invention as claimed. Specifically, in claims 1-26, Applicant claims receiving a redirection request to change the package delivery location from a current to a new delivery location after the completion of an order. In contrast, Ogilvie discloses maintaining the privacy of a customer's current delivery location. Because Ogilvie only discloses using only one delivery location, Ogilvie cannot teach receiving a redirection request to change delivery locations from a current to a new delivery location as claimed. Similarly, because Johnson also only discloses maintaining the privacy of a customer's current delivery location, Johnson cannot teach the same claimed element. Thus, neither Ogilvie nor Johnson teach or suggest receiving a redirection request to change the package delivery location from a current to a new delivery location after the completion of an order as claimed in claims 1-26.

Therefore, the combination cannot be properly interpreted as disclosing the claimed element and cannot render obvious Applicant's invention as claimed in claims 1-26. Accordingly, Applicant respectfully requests the withdrawal of the rejection of the claims under 35 U.S.C. § 103(a) over the combination.

SUMMARY

Claims 1-26 are currently pending. In view of the foregoing amendments and remarks, Applicant respectfully submits that the pending claims are in condition for allowance. Applicant respectfully requests reconsideration of the application and allowance of the pending claims.

If the Examiner determines the prompt allowance of these claims could be facilitated by a telephone conference, the Examiner is invited to contact Eric Replogle at (408) 720-8300.


Deposit Account Authorization

Authorization is hereby given to charge our Deposit Account No. 02-2666 for any charges that may be due. Furthermore, if an extension is required, then Applicant hereby requests such extension.

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR
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